

10

Eye-catching Exhibition Stand Design Ideas

A little guide to creating a great exhibition stand that attracts visitors and creates a memorable experience.



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1. Stand Out with Style

Use branded booths to make a visual splash.

Using branded structures is an excellent way to make a strong visual impact at a trade show or exhibition.

Whether you opt for a bespoke design idea or an off-the-shelf scheme, you can incorporate your brand colours, logos, and messaging to create a cohesive and eye-catching display.

Popular options include modular walls, inflatable structures, and branded backdrops.





2. Showcase with Flair

Use lights, shelves or ceiling mounts to grab attention and highlight what you offer.

These are a staple of most exhibition stands, but there are many ways to making your product display more interesting and engaging.

Consider using creative lighting or light boxes, unconventional shelving, or even hanging your products from the ceiling to draw visitors' attention.

If you have multiple products to showcase, consider grouping them thematically or by colour to create a visually stunning display. Product demonstrations also attract visitors.



3. Engage and Excite

Let visitors touch, play, and experience your products.

So, you're looking to create a visually appealing and functional exhibition space that showcases your brand, products, and services at trade shows, exhibitions, and other events.

A great exhibition stand is crucial in attracting visitors, creating a memorable experience, and ultimately, meeting your marketing goals. It must effectively communicate your brand message and engage visitors in a memorable way. Some key factors that contribute to a successful exhibition stand include interactive elements, well-organised product displays, and knowledgeable sales team. It's also essential to consider factors such as traffic flow, lighting, and accessibility to ensure your stand is inviting and easy to navigate.





4. Learn by Doing

Host workshops or demos to engage hands-on.

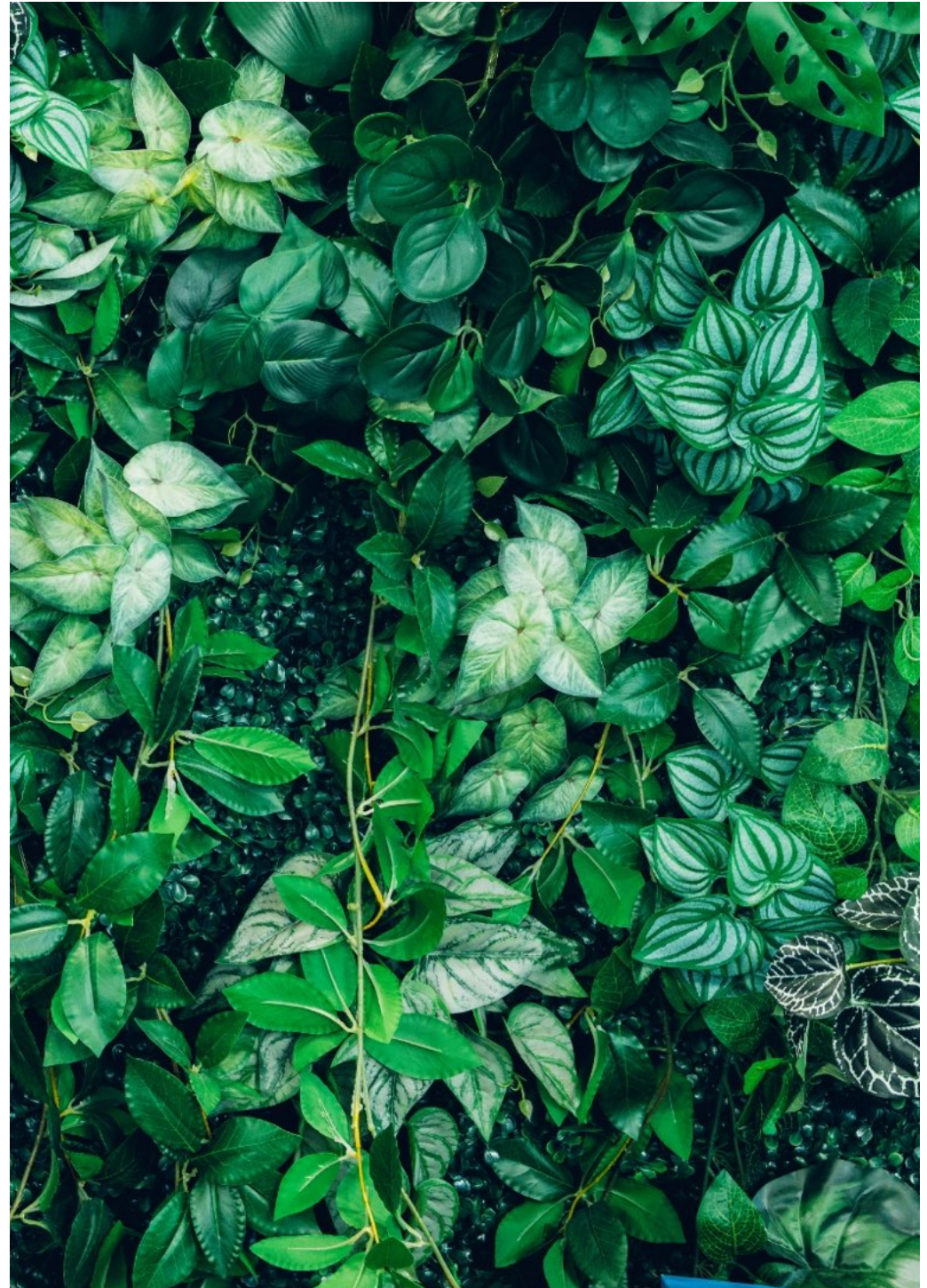
By hosting a workshop or demonstration, you can engage visitors in a hands-on activity that allows them to learn more about your products or services. For example, a software company could offer a coding workshop, while a cooking equipment brand could host a live cooking demonstration.

5. Relax & Refresh

Create a green oasis with plants and natural designs.

This is a growing trend in exhibition stand design, as green spaces provide a peaceful oasis amid the hustle and bustle of a trade show. By incorporating plants, natural materials, and other elements of biophilic design, you can create a calming and inviting space that visitors will love to spend time in, especially if there is lounge seating on which to relax and take in the atmosphere.

This is particularly effective if your brand has an environmental or sustainability focus; it will be the talking point of the exhibition hall.





6. Connect & Share

Use a live social media wall to spark conversations.

Social walls are a fun and interactive way to engage visitors and encourage them to share their experience on social media. By displaying a live feed of your brand's social media accounts or using a branded hashtag, you can encourage visitors to post photos and updates about your exhibition stand. Why not host a competition?

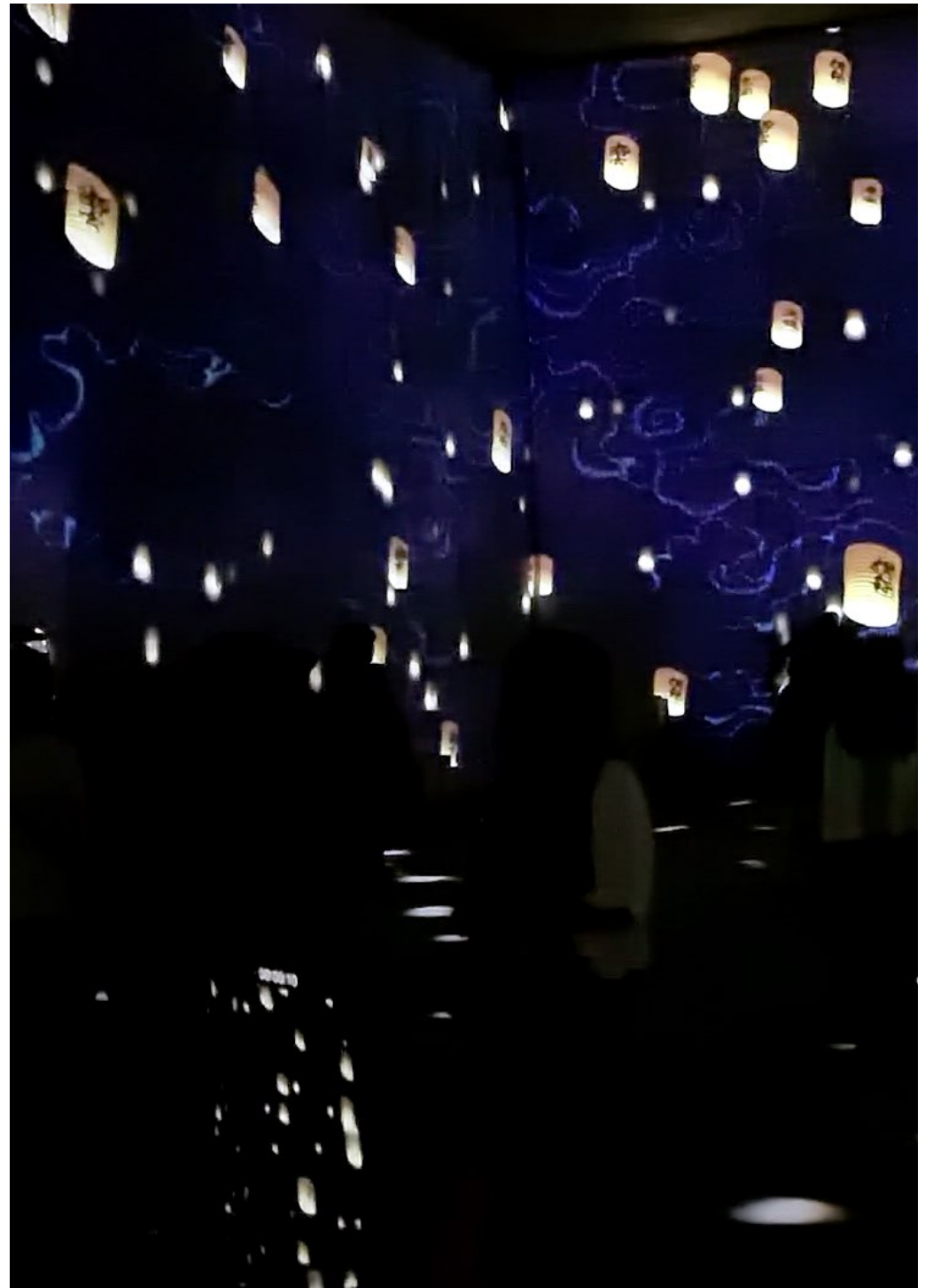
Yes, they are a commonly used tactic at exhibitions, but that's because they work, and there is always room for innovative competitions to encourage people to get involved.

This not only generates buzz for your brand but also provides valuable user-generated content that you can

7. Wow with 3D effects

Make your brand pop with immersive eye-catching displays.

This technique uses projectors to create 3D visual effects on a physical object or space. By projecting branded content onto your exhibition stand, you can create a dynamic and immersive experience that captures visitors' attention.





8. Blend Worlds

Use Augmented Reality (AR) to offer an engaging, high-tech way to discover your products.

This technology overlays digital content onto the real world using a mobile device or headset. By creating an AR experience for your exhibition stand, you can offer visitors an interactive and engaging way to learn about your brand and products.

9. Draw Eyes with Art

Whether custom-made or pre-existing, art makes your booth a must-see.

A great way to create a visually stunning exhibition stand that draws visitors in. Whether you commission an artist to create a custom installation or repurpose existing artwork, incorporating art or graphic design into your stand can attract the crowd.





8. Live & Lively

Music, dance, theatre. Entertainment makes your brand the talk of the show.

Live performances such as music, dance, or theatre can create a memorable and engaging visitor experience. By incorporating live entertainment into your exhibition stand, you can attract attention and create a buzz around your brand.



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